



eureka city council strategic visioning

A five-year action plan for the City of Eureka in the areas
of Economic Development, Downtown & Waterfront Development,
Housing & Neighborhood Improvement, Public Safety,
and Transportation Management.

the 5-year plan



a vision of eureka's future

The passage of time inevitably brings changes. Eureka today differs from the city of twenty or a hundred years ago; it differs from the city of yesterday. The future seems to be arriving at an ever-increasing pace and in ways that could damage the character and livability of the city. **Eureka is an urban area - a fact that cannot be changed.** The task facing us is to retain the most important characteristics of our city in the face of changes we cannot control and by managing, as well as possible, those forces we can control. We must accept some changes or we run the risk of losing all the things that make Eureka one of most desirable places to live on the north coast of California.

The qualities that make Eureka so livable continue to draw more households to the city. Land and housing costs continue to increase, as do the costs for providing needed public facilities and services. **Planning for the future must respond to these factors while preserving the city's economic health and livability.**

Eureka has historically developed into a land use pattern that is, and can continue to be, basically sound. Downtown Eureka is developing as the major activity center of the Humboldt Bay region, providing a financial, retail, cultural and residential core that is alive and energetic, and must remain so. **This Strategic Visioning Plan calls for maintaining our basic development patterns while providing direction for responding to the future's demands.**

In the years to come the Eureka skyline will certainly change, with new development in our core business districts, as well as unique, older areas being preserved. Both of these characteristics must work together to keep the city centers alive. Residential areas will retain their individual character but with some increase in density to reduce development pressures on undeveloped lands adjacent to city limits, increase energy efficiency and provide more affordable housing options. Neighborhoods will generally remain single-family oriented with owner-occupied houses strengthening neighborhood stability. Opportunities for rental units will cluster around corridors and centers, which have good access for public transportation systems to and from employment centers and shopping. Commercial and industrial activities will remain active and dynamic as existing businesses continue to grow and new businesses choose Eureka as their home.

Eureka's history and character have provided a sound foundation for the continued development of the city. The city must build on that foundation as we meet the challenges of the future and respond in a manner, which retains that unique "Eureka" character. **To assist the city in addressing these future challenges the City Council of the City of Eureka developed the following Strategic Visioning Plan.**

table of contents

A vision of Eureka’s future i

Action item timeline 1

Ongoing support initiatives

 Economic Development 7

 Downtown & Waterfront Development 9

 Housing & Neighborhood Improvement 12

 Public Safety 15

 Transportation Management 18

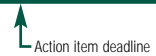
City Government 21

economic development

Council goal statement ...

ONGOING SUPPORT INITIATIVES

The City of Eureka has a resilient, diversified economy and we are leaders in the economic development of the region. Healthy economic activity supports the lives of our residents, and encourages our children to stay in the region. To maintain these qualities as our city moves into the future, we plan to undertake the following action.

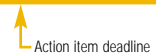


downtown & waterfront development

Council goal statement ...

ONGOING SUPPORT INITIATIVES

After over 30 years of focused effort and energy, Eureka's emphasis on downtown redevelopment and historical preservation is having a major, positive impact on our regional economy and quality of life. To maintain these qualities as our city moves into the future, we plan to undertake the following action.

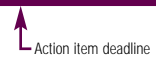


housing & neighborhood development

Council goal statement ...

ONGOING SUPPORT INITIATIVES

The City of Eureka is committed to creating cohesive, community-centered neighborhoods where people with diverse backgrounds can affordably live. To maintain these qualities as our city moves into the future, we plan to undertake the following action.



public safety

Council goal statement ...

ONGOING SUPPORT INITIATIVES

The City of Eureka recognizes that our citizens should live in neighborhoods free of drugs and violence, and we also recognize that safety is a key factor to creating a livable, walkable city. The Eureka Fire Department continues to be a regional leader in fire suppression, prevention, and education. To maintain these qualities as our city moves into the future, we plan to undertake the following action.

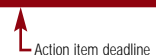


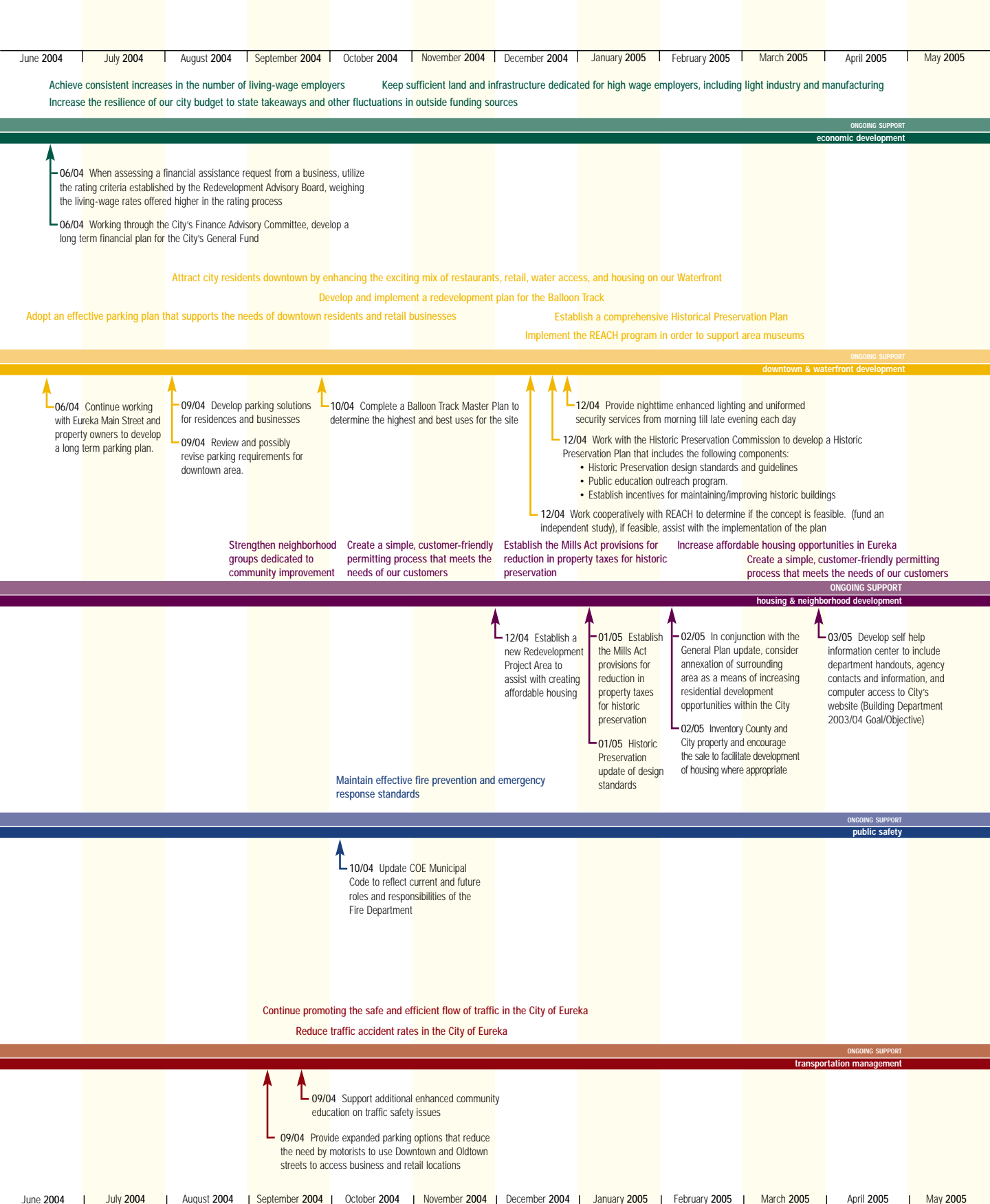
transportation management

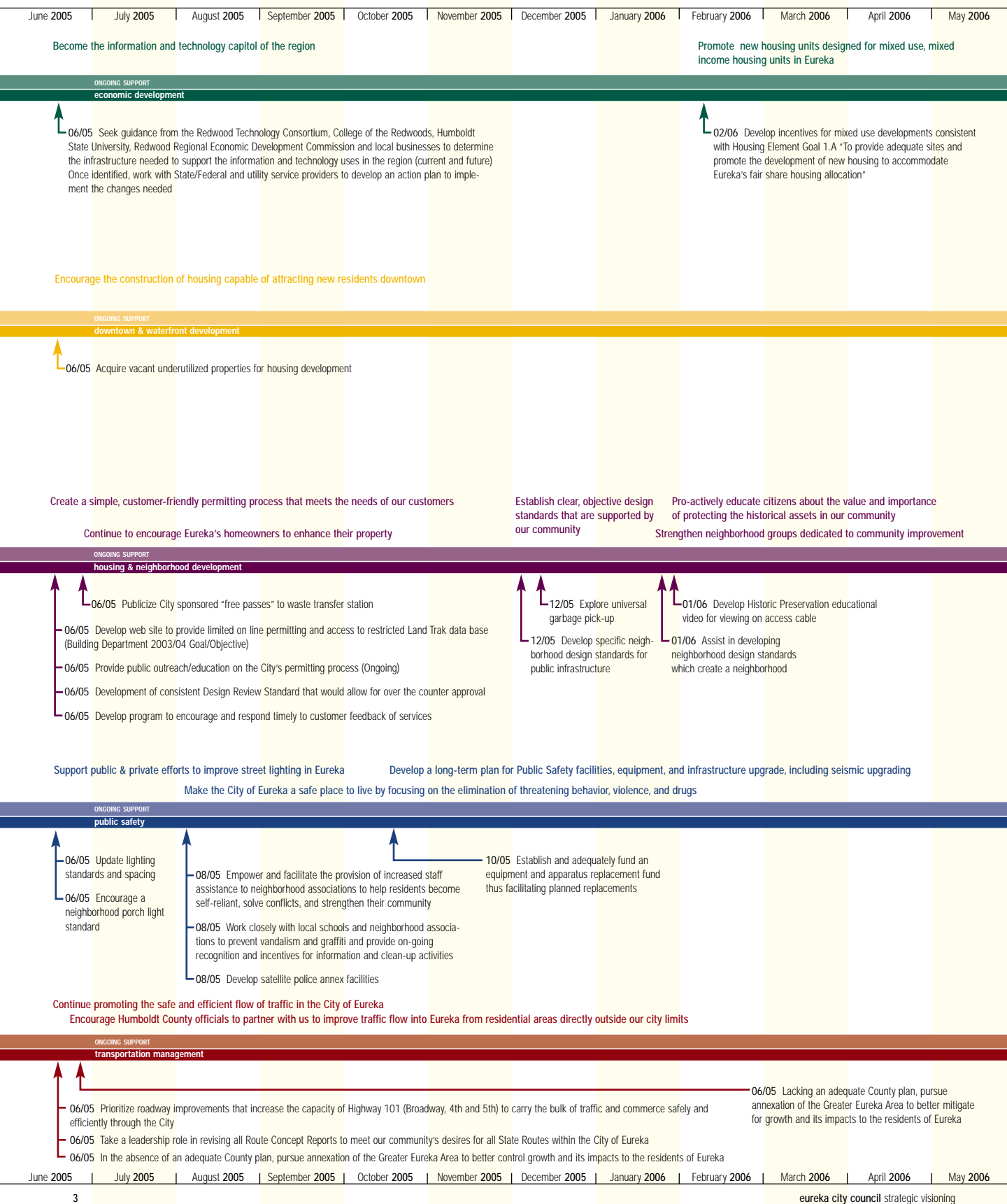
Council goal statement ...

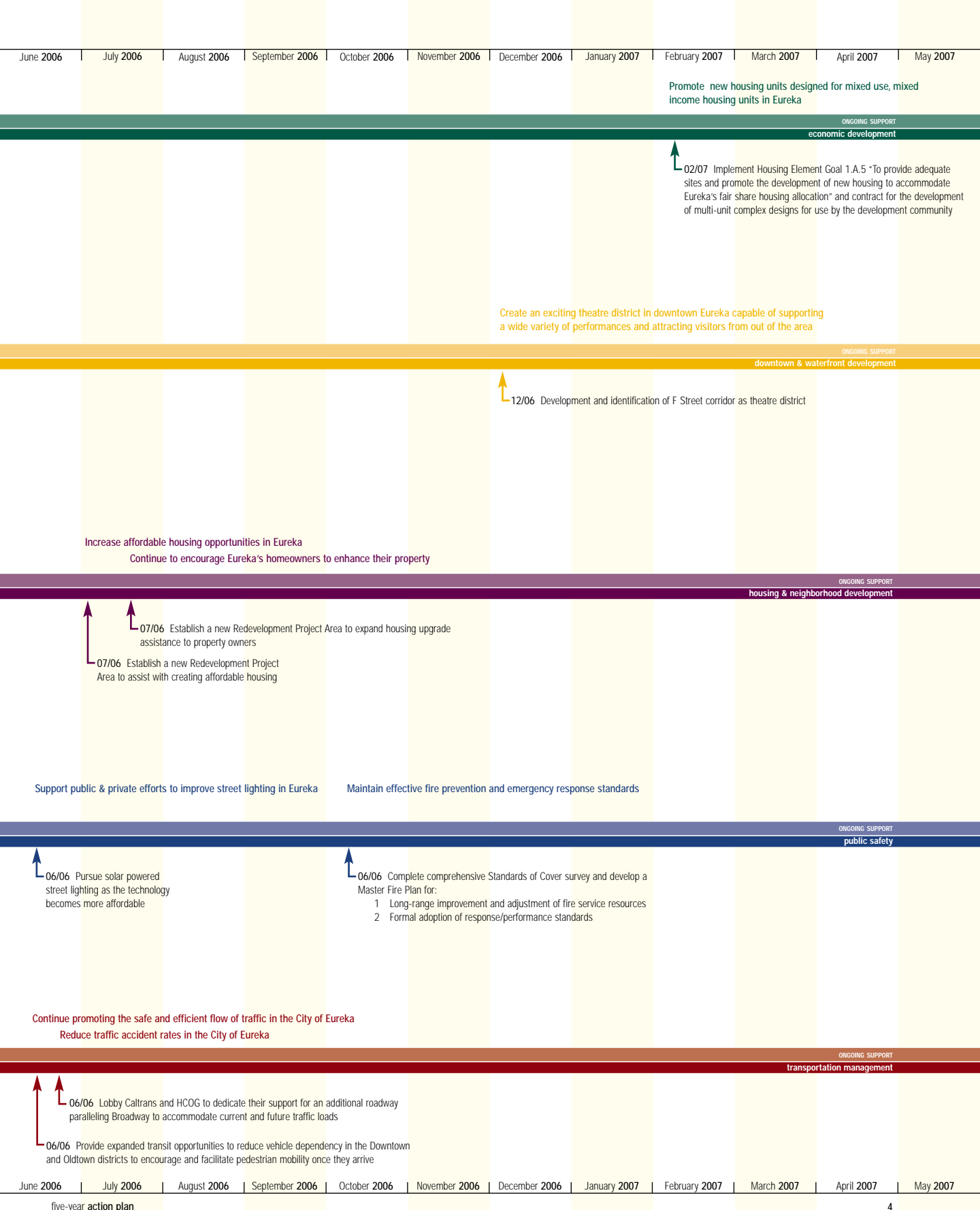
ONGOING SUPPORT INITIATIVES

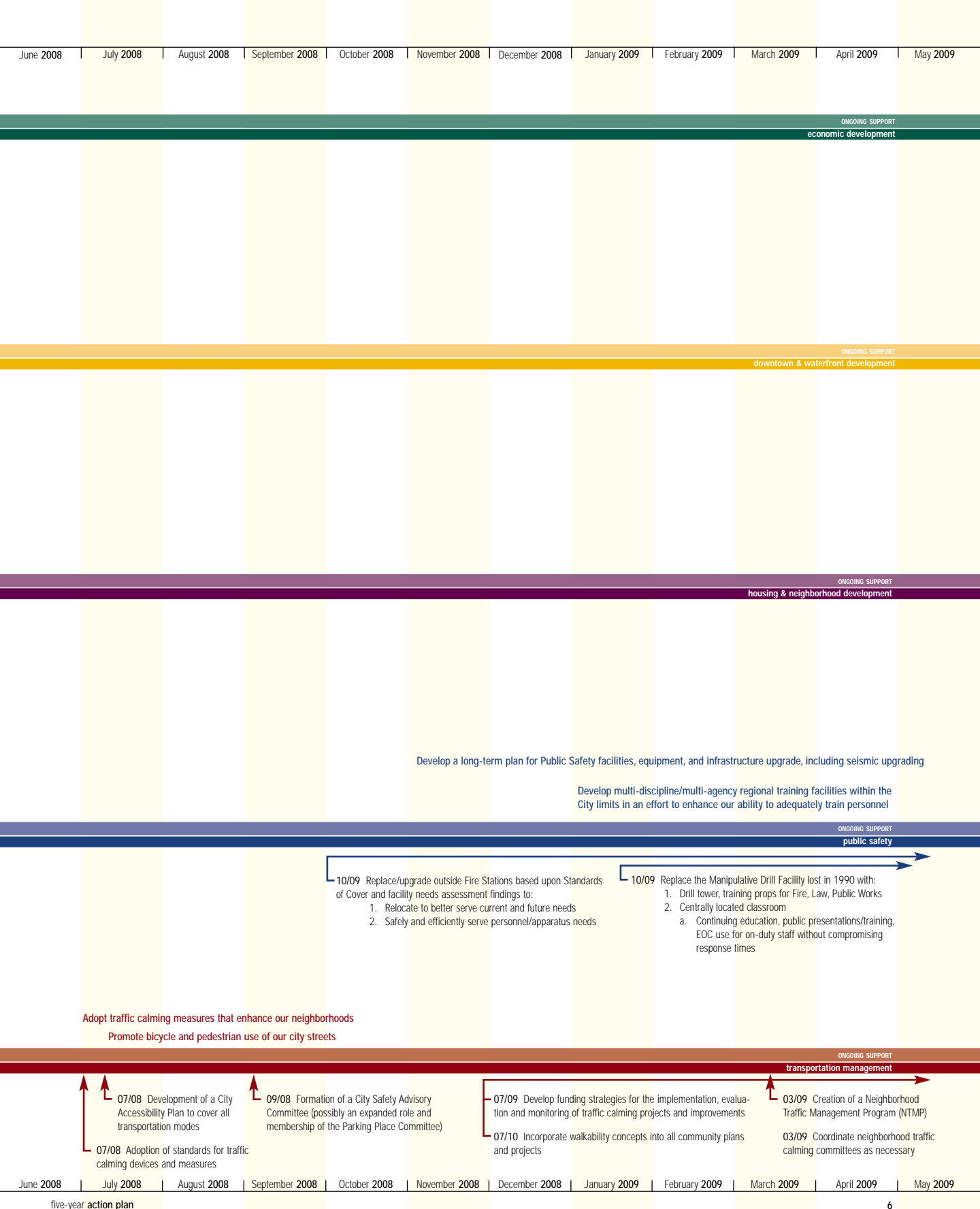
The City of Eureka supports a creative approach to traffic engineering that puts pedestrians and bicyclists first, encourages a safe, walkable downtown, and builds community and character in our neighborhoods. To maintain these qualities as our city moves into the future, we plan to undertake the following action.











economic development

The City of Eureka has a resilient, diversified economy and we are leaders in the economic development of the region. Healthy economic activity supports the lives of our residents, and encourages our children to stay in the region.

As our city moves into the future, we plan to:

- **Work under the principles of Prosperity!, and support Humboldt County's identified industry clusters**
 - Continue to participate in the implementation of the principals of Prosperity by attending and participating in the Prosperity network planning meetings
 - Continue to market the City to companies in the identified industry clusters
- **Focus on economic development that attracts, expands, and retains businesses that maintain our quality of life in Humboldt County**
 - Continue to administer gap financing through the business revolving loan fund program to encourage business start-ups and expansions within the City of Eureka
 - Continue to market and administer the Eureka Enterprise zone to the business and financial communities
 - Continue to be actively involved in the California Enterprise Zone Association to influence legislative changes to enhance and maintain the Zone's benefits to local businesses
 - Continue to assist local business in the use of State and Federal programs such as:
 - Business Loan Guarantees,
 - Community Development Block Grants (CDBG),
 - Employment Training Programs,
 - Economic Development Administration (EDA),
 - Industrial Development Bonds,
 - and Foreign Trade Zone
 - Continue to facilitate the process procedurally and financially by which businesses locate, do business and expand in Eureka (assign an ombudsman to work with business)
- **Lead our region by supporting economic development solutions**
 - Continue to participate as a member of Upstate California to market the region
 - Continue to network with other State/Federal Economic Development organizations to discuss ED solutions that have worked in their communities.
 - Lead local organizations in a coordinated approach to Economic Development.
- **Achieve consistent increases in the number of living-wage employers**
 - Continue to market the City to companies in targeted industries to create jobs that increase the region's median income while remaining sensitive to the environment
 - Continue to promptly respond to inquires from businesses wanting relocation information
 - Continue to participate as a member of Upstate California to market the region
 - When assessing a financial assistance request from a business, utilize the rating criteria established by the Redevelopment Advisory Board, weighing the living-wage rates offered higher in the rating process **(6/04)**

➤ **Increase the resilience of our city budget to state takeaways and other fluctuations in outside funding sources**

- Educate Legislative representatives as to the impact of their decisions on local governmental services
- Encourage the sale of publicly owned properties at “fair market” to the private sector to increase the property tax roles
- Working through the City's Finance Advisory Committee, develop a long term financial plan for the City's General Fund (6/04)

➤ **Become the visitor-serving hub of the region**

- Continue to support and encourage Arts, Cultural, Entertainment and Recreational Activities by encouraging the uses of existing venues for community events (North Coast Dixie Land Jazz Festival, Blues by the Bay, and The Summer Concert Series)
- Provide technical and financial support to marketing organizations such as the Chamber of Commerce, Humboldt County Visitors and Convention Center Bureau, Eureka Main Street
- Develop visitor serving infrastructure to improve tourism; i.e. public docks, signage, capital improvements.

➤ **Become the information and technology capitol of the region**

- Seek guidance from the Redwood Technology Consortium, College of the Redwoods, Humboldt State University, Redwood Regional Economic Development Commission and local businesses to determine the infrastructure needed to support the information and technology uses in the region (current and future) Once identified, work with State/Federal and utility service providers to develop an action plan to implement the changes needed (6/05)
- Continue to develop relationships with Federal and State funding agencies as well as Legislative representatives to assist the region in accessing financial and technical support
- Support local links to regional transportation

➤ **Make every effort to improve transportation access to and from our region**

- Develop relationships with Federal and State funding agencies as well as Legislative representatives to assist the region in accessing financial and technical support
- Participate in regional transportation planning activities and continue to keep the issue in the forefront such as the Buckhorn By-Pass Project
- Educate our elected State/Federal officials of the need to improve access to attract/retain businesses in Humboldt County

➤ **Keep sufficient land and infrastructure dedicated for high wage employers, including light industry and manufacturing**

- Complete a Balloon Track Master Plan to determine the highest and best uses for the site (10/04)
- Assist the property owner with the development of the property by providing the following programs:
 - Enterprise Zone Program (Business)
 - Revolving Loan Business Loan Program (Business)
 - State and Federal loans/grant programs (Residential/Business)
 - Development Assistance Programs (OPA & DDA) (Residential/Business/Commercial)
- Continue to participate in regional planning efforts to preserve industrially zoned properties

➤ **Explore win-win solutions to regional retail development, such as sharing sales tax revenues**

- When appropriate, conduct a cost-benefit analysis prior to entering into individual tax sharing agreement(s)

downtown and waterfront development

After over 30 years of focused effort and energy, Eureka's emphasis on downtown redevelopment and historical preservation is having a major, positive impact on our regional economy and quality of life.

As our city moves into the future, we plan to:

- **Attract city residents downtown by enhancing the exciting mix of restaurants, retail, water access, and housing on our Waterfront**
 - Provide nighttime enhanced lighting and uniformed security services from morning till late evening each day **(12/04)**
 - Develop parking solutions for residences and businesses **(9/04)**
 - Review and possibly revise parking requirements for downtown area **(9/04)**
 - Encourage vacant upper floor/s to be developed for housing or office uses by marketing the following Programs to property/business owners:
 - Façade Improvement Program (Commercial)
 - Seismic Upgrade Loan Program (Residential/Commercial)
 - Enterprise Zone Program (Business)
 - Revolving Loan Business Loan Program (Business)
 - State and Federal loans/grant programs (Residential/Business)
 - Development Assistance Programs (OPA & DDA) (Residential/Business/Commercial)
 - Lead Hazard Evaluation and Reduction Grant Program (Residential)
 - First Time Home-Buyer Program/Down-Payment Assistance Program (Residential)
 - Paint-Up/Fix-Up Grant Program (Residential)
 - Dumpster Program (Residential)
 - Demolition Program (Residential)
 - Wheelchair Ramp Grant Program (Residential)
 - Owner-Occupied/Rental Rehab Programs (Residential)
 - Develop an ADA Assistance Program to assist with upper floor development
 - Pre-emptive implementation of infrastructure improvement to encourage development (i.e. waterfront trail, bicycles, public transportation, shuttle service linking outlying city retail with downtown)
- **Develop and implement a redevelopment plan for the Balloon Track**
 - Complete a Balloon Track Master Plan to determine the highest and best uses for the site **(10/04)**
 - Assist the property owner with the development of the property by providing the following programs:
 - Enterprise Zone Program (Business)
 - Revolving Loan Business Loan Program (Business)
 - State and Federal loans/grant programs (Residential/Business)
 - Development Assistance Programs (OPA & DDA) (Residential/Business/Commercial)

➤ **Attract vibrant commercial businesses to our downtown corridor that can play a vital role in our downtown economy**

- Work with Eureka Main Street to identify vacant/underutilized buildings in downtown/old town and solicit unique, profitable businesses by offering the following programs:
 - Façade Improvement Program (Commercial)
 - Seismic Upgrade Loan Program (Residential/Commercial)
 - Enterprise Zone Program (Business)
 - Revolving Loan Business Loan Program (Business)
 - State and Federal loans/grant programs (Residential/Business)
 - Development Assistance Programs (OPA & DDA) (Residential/Business/Commercial)

➤ **Establish a comprehensive Historical Preservation Plan**

- Work with the Historic Preservation Commission to develop a Historic Preservation Plan that includes the following components (12/04):
 - Historic Preservation design standards and guidelines
 - Public education outreach program.
 - Establish incentives for maintaining/improving historic buildings

➤ **Encourage the construction of housing capable of attracting new residents downtown**

- Acquire vacant underutilized properties for housing development (6/05)
- Encourage construction of housing by marketing the following Programs to property owners:
 - Seismic Upgrade Loan Program
 - State and Federal loans/grant programs
 - Development Assistance Programs (OPA & DDA)
 - Lead Hazard Evaluation & Reduction Grant Program
 - First Time Home-Buyer Program/Down-Payment Assistance Program
 - Paint-Up/Fix-Up Grant Program
 - Dumpster Program
 - Demolition Program
 - Wheelchair Ramp Grant Program
 - Owner-Occupied/Rental Rehab Programs

➤ **Make downtown living attractive and exciting by enhancing residential services, such as developing a downtown grocery store**

- Encourage developments that incorporate the "Livable Community" concepts
- Enhance recreational and pedestrian use along the waterfront

downtown and waterfront development (continued)

- **Create an exciting theatre district in downtown Eureka capable of supporting a wide variety of performances and attracting visitors from out of the area**
 - Work with the owners of historic theaters to restore, market and maintain these facilities through various Redevelopment Programs such as the Façade Improvement, Seismic Upgrade and Owner-Participation Loans as well as seeking State and Federal assistance
 - Development and identification of F Street corridor as theatre district **(12/06)**
- **Implement the REACH program in order to support area museums**
 - Work cooperatively with REACH to determine if the concept is feasible. (fund an independent study), if feasible, assist with the implementation of the plan **(12/04)**
- **Adopt an effective parking plan that supports the needs of downtown residents and retail businesses**
 - Continue working with Eureka Main Street and property owners to develop a long term parking plan **(6/04)**
- **Support re-opening and successful operation of The Eureka Inn**

ONGOING SUPPORT

housing and neighborhood improvement

The City of Eureka is committed to creating cohesive, community-centered neighborhoods where people with diverse backgrounds can affordably live.

As our city moves into the future, we plan to:

➤ Create partnerships with the private sector to help successfully meet our housing needs

- Continue housing programs, partnering with private sector such as:
 1. Housing Authority
 2. Northcoast Veterans Resource Center
 3. Drug and Alcohol rehab programs
 4. RCAA
- Support and help facilitate the creation of a non-profit housing development corporation to develop housing **(Complete)**
- Encourage the provision of housing through the use of development agreements that provide incentives to developers in exchange for the provision of affordable housing
- Continue Small Multi-Family Rehab/Construction Fund Program
- Review Housing Re-use fund and develop programs to assist landlords with housing upgrade projects
- CDBG funds for down payment

➤ Increase affordable housing opportunities in Eureka

- Continue to pursue appropriate federal, state, and local funding for the development of housing for low and moderate-income households, which include:
 1. First Time Homebuyer Program grants
 2. Multiple Assistance Center grants
 3. HOME grants
 4. CDBG Housing grants
- Implement the City's Housing Element of the General Plan
- Promote and facilitate higher density residential development (e.g., upper story multi-family units, town homes, apartments, condominiums and single room occupancy units, the conversion of larger single-family homes to multi-family development where appropriately zoned,) in Downtown and Old Town
- Establish a new Redevelopment Project Area to assist with creating affordable housing **(07/06)**
- Provide and promote the use of density bonuses for projects that include units reserved for lower-income households, as indicated in the fair share assessment analysis
- Promote and facilitate the development of second units on existing developed single-family zoned lots
- In conjunction with the General Plan update, consider annexation of surrounding area as a means of increasing residential development opportunities within the City **(02/05)**
- Inventory County and City property and encourage the sale to facilitate development of housing where appropriate **(02/05)**

housing and neighborhood improvement (continued)

➤ **Continue redevelopment programs that encourage the upgrade of existing housing units**

- Aggressive marketing of the following Eureka Redevelopment programs will be directed to property owners:
 - Seismic Upgrade Loan Program
 - State and Federal loans/grant programs
 - Development Assistance Programs (OPA & DDA)
 - Lead Hazard Evaluation & Reduction Grant Program
 - First Time Home-Buyer Program/Down-Payment Assistance Program
 - Paint-Up/Fix-Up Grant Program
 - Dumpster Program
 - Demolition Program
 - Wheelchair Ramp Grant Program
 - Owner-Occupied/Rental Rehab Programs
 - Graffiti Program

➤ **Promote new housing units designed for mixed use, mixed income housing units in Eureka**

- Develop incentives for mixed use developments consistent with Housing Element Goal 1.A “To provide adequate sites and promote the development of new housing to accommodate Eureka’s fair share housing allocation” (2/06)
- Implement Housing Element Goal 1.A.5 “To provide adequate sites and promote the development of new housing to accommodate Eureka’s fair share housing allocation” and contract for the development of multi-unit complex designs for use by the development community (2/07)

➤ **Preserve Eureka as an affordable place to live that offers a variety of options for first-time home buyers**

- Continue the administration of the City’s First Time Home Buyers Program
- Encourage development of owner occupied homes, not just rentals

➤ **Create a simple, customer-friendly permitting process that meets the needs of our customers**

- Continue to support and ensure adequate staffing to eliminate delays and waiting
- Develop web site to provide applications, handouts, information, and the ability to submit complaints and feedback on-line (Building Department 2003/04 Goal/Objective) (12/04)
- Develop web site to provide limited on line permitting and access to restricted Land Trak data base (Building Department 2003/04 Goal/Objective) (6/05)
- Develop self help information center to include department handouts, agency contacts and information, and computer access to City’s website (Building Department 2003/04 Goal/Objective) (3/05)
- Provide public outreach/education on the City’s permitting process (6/05-ongoing)
- Development of consistent Design Review Standard that would allow for over the counter approval (6/05)
- Develop program to encourage and respond timely to customer feedback of services (6/05)

➤ **Continue to encourage Eureka's homeowners to enhance their property**

- Support their efforts with City programs like paint-up/fix-up and the street trees plan
- Explore universal garbage pick-up **(12/05)**
- Publicize City sponsored "free passes" to waste transfer station **(06/05)**
- Sponsor annual spring clean up event in collaboration with Service Clubs and schools
 1. Sophomores in the Streets
 2. Redevelopment's free Dumpster program
 3. Adopt a Park
 4. Explore a "Community Spring Clean Up Day"
- Establish the Mills Act provisions for reduction in property taxes for historic preservation **(01/05)**
- Establish a new Redevelopment Project Area to expand housing upgrade assistance to property owners **(07/06)**

➤ **Pro-actively educate citizens about the value and importance of protecting the historical assets in our community**

- Continue to support and evaluate the existing Historical Preservation ordinance while balancing property rights
- Continue to support the historic preservation newsletter
- Provide information on web site to encourage the protection of historic assets
- Provide special notice regarding Historic Register status to property owners when first seeking permits
- Develop an Historic Preservation information pamphlet **(complete)**
- Develop Historic Preservation educational video for viewing on access cable **(01/06)**

➤ **Establish clear, objective design standards that are supported by our community**

- Continue the support of the Design Review Committee's establishment of updated and relevant design review standards
- Develop specific neighborhood design standards for public infrastructure **(12/05)**
- Focus on preservation of "open space" and encourage inclusion of open space in new developments

➤ **Strengthen neighborhood groups dedicated to community improvement**

- Historic Preservation update of design standards **(01/05)**
- Historical survey
- Assistance in establishing neighborhood historic districts
- Assist in developing neighborhood design standards which create a neighborhood **(01/06)**

public safety

The City of Eureka recognizes that our citizens should live in neighborhoods free of drugs and violence, and we also recognize that safety is a key factor to creating a livable, walkable city. The Eureka Fire Department continues to be a regional leader in fire suppression, prevention, and education.

As our city moves into the future, we plan to:

- **Make the City of Eureka a safe place to live by focusing on the elimination of threatening behavior, violence, and drugs**
 - Facilitate our Police Officers and Police Service Officers spending more time walking beats or riding bikes, and interacting with citizens one-on-one
 - Support our Police employees involvement in programs that foster and enhance positive relationships within our community
 - Support State and Federal laws and programs designed to assist the City in eliminating violence, drugs and other unlawful behavior in our City
 - Empower and facilitate the provision of increased staff assistance to neighborhood associations to help residents become self-reliant, solve conflicts, and strengthen their community (08/05)
 - Work closely with local schools and neighborhood associations to prevent vandalism and graffiti and provide ongoing recognition and incentives for information and clean-up activities (08/05)
 - Develop satellite police annex facilities (08/05)
 - Expand the Volunteer Patrol program
- **Support public & private efforts to improve street lighting in Eureka**
 - Allow individual residents, businesses or neighborhood coalitions (assessment districts) to fund the purchase and maintenance of street lights
 - Develop underground districts
 - Update lighting standards and spacing (06/05)
 - Eliminate visual clutter associated with installation of additional street lights
 - Encourage a neighborhood porch light standard (6/05)
 - Encourage wash lighting of commercial facilities
 - Pursue solar powered street lighting as the technology becomes more affordable (06/06)
- **Continue to foster and maintain positive and productive relationships with allied fire agencies and other emergency organizations**
 - Support continued participation in local, regional, State and Federal programs, associations and groups
 - Continue efforts to address response and inter-operability issues with other allied agencies
 - Enhance and support continued EOC (Emergency Operations Center) training and exercises within the City, and with Regional, State, and Federal Agencies

➤ **Lead a regional effort to consolidate public safety services**

- Fire/medical and law enforcement response resources
 1. Reduce duplication of specialized program/resources when possible:
 - a. Hazardous Material preparation and response
 - b. Technical Rescue/Specialized Programs
 2. Consolidated Dispatch services based on industry standard criteria
 - a. Fire/Ambulance/Law enforcement
 3. Joint EOC's (Emergency Operations Centers)
 - a. COE and Humboldt County

➤ **Maintain effective fire prevention and emergency response standards**

- Continued adoption/enforcement of current Fire, Building and Life Safety Standards and Codes
- Update COE Municipal Code to reflect current and future roles and responsibilities of the Fire Department **(10/04)**
- Limit Community dependence on reactionary resources (suppression) through the mandated use of proactive protective systems (sprinkler/protective system ordinance)
- Maintain the Eureka Fire Department's role as a first responder to medical emergencies in the City of Eureka
- Complete comprehensive Standards of Cover survey and develop a Master Fire Plan for: **(10/06)**
 1. Long-range improvement and adjustment of fire service resources
 2. Formal adoption of response/performance standards
- Continue public/private relationship relative to Fire Department (Basic Life Support) and Ambulance (Advance Life Support) through:
 1. Identification and development of response standards related to privately provided Basic and Advance Life Support within the City
 2. Explore Joint Emergency Dispatch services for Fire/Ambulance in an effort to reduce medical emergency response times

➤ **Develop multi-discipline/multi-agency regional training facilities within the City limits in an effort to enhance our ability to adequately train personnel**

- Replace the Manipulative Drill Facility lost in 1990 with:
 1. Drill tower, training props for Fire, Law, Public Works
 2. Centrally located classroom
 - a. Continuing education, public presentations/training, EOC use for on-duty staff without compromising response times **(10/09)**

public safety (continued)

- Develop a long-term plan for Public Safety facilities, equipment, and infrastructure upgrade, including seismic upgrading:
 - Establish and adequately fund an equipment and apparatus replacement fund thus facilitating planned replacements (10/05)
 - Establish and implement seismic safety standards for City public safety facilities
 - 1. Fund replacement of Main Fire/EOC facility replacement
 - Replace/upgrade outside Fire Stations based upon Standards of Cover and facility needs assessment findings to:
 - 1. Relocate to better serve current and future needs
 - 2. Safely and efficiently serve personnel/apparatus needs (10/09)

ONGOING SUPPORT

transportation management

The City of Eureka supports a creative approach to traffic engineering that puts pedestrians and bicyclists first, encourages a safe, walkable downtown, and builds community and character in our neighborhoods.

As our city moves into the future, we plan to:

➤ Adopt traffic calming measures that enhance our neighborhoods

- Identification, delineation and characterization of the City's varied neighborhoods (07/07)
- Adoption of standards for traffic calming devices and measures (07/08)
- Formation of a City Safety Advisory Committee (possibly an expanded role and membership of the Parking Place Committee) (09/08)
- Creation of a Neighborhood Traffic Management Program (NTMP) (03/09)
- Coordinate neighborhood traffic calming committees as necessary (03/09)
- Develop funding strategies for the implementation, evaluation and monitoring of traffic calming projects and improvements (07/09)
- Incorporate walkability concepts into all community plans and projects (07/10)
- Encourage increased use of Public Transportation
- Promote public transportation awareness and education on public buses

➤ Promote bicycle and pedestrian use of our city streets

- Development of a City Accessibility Plan to cover all transportation modes (07/08)
- Participation and advocacy during the periodic HCAOG Regional Bicycle Plan update process
- Pursue and implement State and Federal funding and grants for bicycle, pedestrian and transit improvement projects
- Support Walk to Work Day
- Support Bike to Work Day
- Support Walk to School Day

transportation management (continued)

➤ **Continue promoting the safe and efficient flow of traffic in the City of Eureka**

- Prioritize roadway improvements that increase the capacity of Highway 101 (Broadway, 4th and 5th) to carry the bulk of traffic and commerce safely and efficiently through the City **(06/05)**
- Take a leadership role in revising all Route Concept Reports to meet our community's desires for all State Routes within the City of Eureka **(06/05)**
- Take a compelling stand during the County's update of the Eureka Community Plan
- Insure that the Eureka Community Plan will include a Traffic Element that includes improved and extended arterial links around the City.
- Insure that there is a program to mitigate the significant traffic impacts associated with current and projected growth in the unincorporated areas adjacent to the City of Eureka
- In the absence of an adequate County plan, pursue annexation of the Greater Eureka Area to better control growth and its impacts to the residents of Eureka **(06/05)**
- Increase the capacity of the City's existing arterials and collectors to discourage motorists from taking alternate cut-through routes on residential streets
- Provide expanded parking options that reduce the need by motorists to use Downtown and Oldtown streets to access business and retail locations **(09/04)**
- Provide expanded transit opportunities to reduce vehicle dependency in the Downtown and Oldtown districts to encourage and facilitate pedestrian mobility once they arrive **(06/06)**

➤ **Promote the Eureka Street Tree Plan, and encourage both the public and private planting and maintenance of trees**

- Provide funding for "H" and "I" Streets Tree Plan

➤ **Encourage Humboldt County officials to partner with us to improve traffic flow into Eureka from residential areas directly outside our city limits**

- Take a compelling stand during the County's update of the Eureka Community Plan
- Insure that the Eureka Community Plan will include a Traffic Element that includes improved and extended arterial links around the City
- Insure that there is a program to mitigate the significant traffic impacts associated with current and projected growth in the unincorporated areas adjacent to the City
- Lacking an adequate County plan, pursue annexation of the Greater Eureka Area to better mitigate for growth and its impacts to the residents of Eureka **(06/05)**

➤ **Slow traffic in our neighborhoods and on side streets**

- Reduce cut-through traffic by increasing the capacity and efficiency of arterials and collectors to carry additional vehicles safely and effectively
- Employ traffic calming measures as appropriate to the neighborhood

➤ **Reduce traffic accident rates in the City of Eureka**

- Support additional enhanced community education on traffic safety issues **(09/04)**
- Implement engineering solutions to reduce accidents
- Lobby Caltrans and HCOG to dedicate their support for an additional roadway paralleling Broadway to accommodate current and future traffic loads **(06/06)**

city government

The Mayor, City Council, and the entire staff of the City of Eureka recognize the importance of keeping government responsive to the needs of its citizens.

As our City moves into the future, the Mayor and Council affirm the following principles of good government and leadership:

- Our City Council is the policy making body of Eureka City Government
- The Mayor and Council will treat each other with respect and courtesy and when disagreements occur, they pledge to agree to disagree and not let disagreements over an issue damage their mutually respectful professional relationship.
- The Mayor and Council will annually hold a workshop on team building, strategic visioning, interest based problem solving, or other leadership enhancing strategies to renew their commitment to work together for Eureka's best interests.
- The Mayor, Council, and City staff will work together as a team for the benefit of all of Eureka's citizens.
- Senior City staff will be included in workshops to strengthen the bonds of "the team", to reinforce our respective roles as team members, to initiate new team members, and to resolve any issues inhibiting optimum results.
- Council Members take their professional responsibilities as community leaders seriously, do their research, and come to meetings prepared
- The Mayor, Council, and City staff will work together to educate, communicate, and enhance citizen participation in City affairs.
- Whenever unique issues affect a particular segment of the community, focused fact gathering meetings within the neighborhood of those constituents will be utilized.
- An openness between the Mayor, Council and City staff will be fostered in order to facilitate the sharing of information, questions, and the exploration of alternative solutions on matters for Council consideration.

- The City of Eureka uses technology to streamline and assist citizen efforts to gain information, and submit applications
- The City's website will be enhanced and promoted to inform the public on key topics as well as soliciting public opinion.
- The Mayor and Council will regularly monitor City committees and commissions to insure they remain relevant, adhere to their stated purpose, and understand their responsibilities.
 - Review, and if necessary revise, the purpose and term of service for each committee and/or commission annually.
 - Evaluate the number of committees and/or commissions whenever possible by combining those which logically fall under a broad, but distinct, category.
 - To insure relevancy and enhance public input, assign the Mayor or a Council member to each committee and commission.

[illegible]

[illegible]

eureka city council
strategic visioning

the 5-year plan

